

MOVE IT ON OVER

Public Awareness Campaign

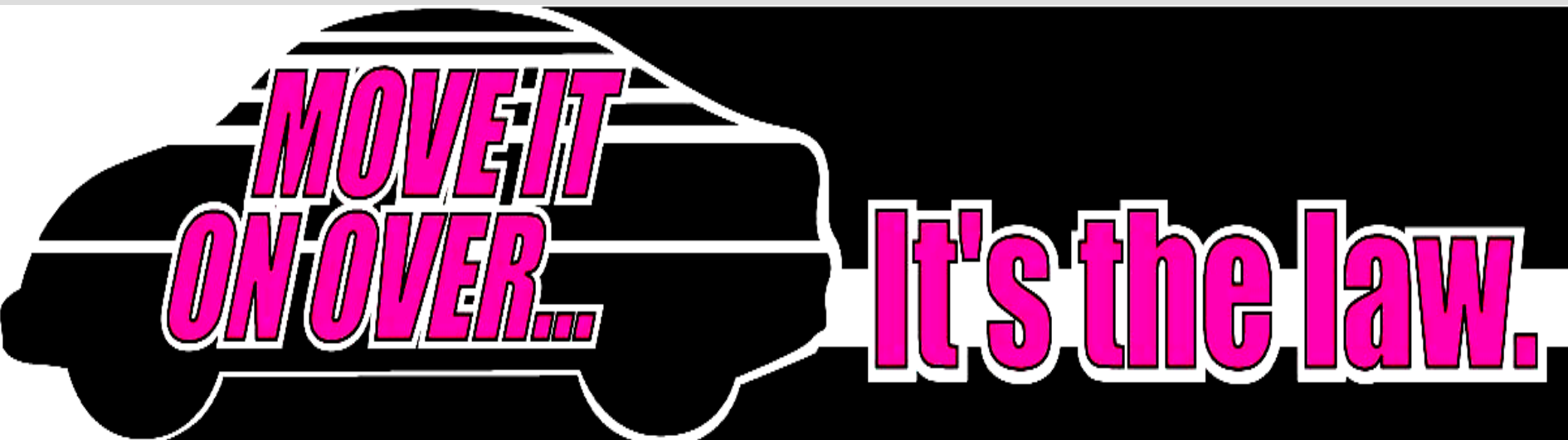
Rob Stone, PE

State Incident Management Engineer

NCDOT

2004 TEB Conference

Asheville, NC



The Fender Bender Law

GS 20-166(c2)

went into effect on October 1, 2003.

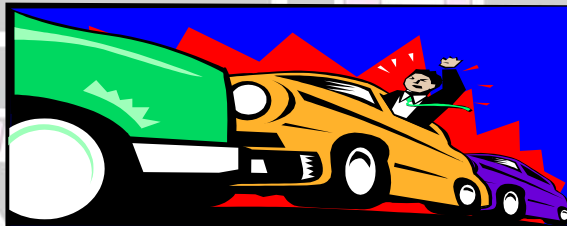
But since it was added late in the legislative process,

NO ONE KNEW ABOUT IT.

Signing was in the process of developing a sign design,
but signs would not be effective by themselves.

FENDER BENDER

**MOVE VEHICLE
FROM ROAD**



MOVE IT
ON OVER...

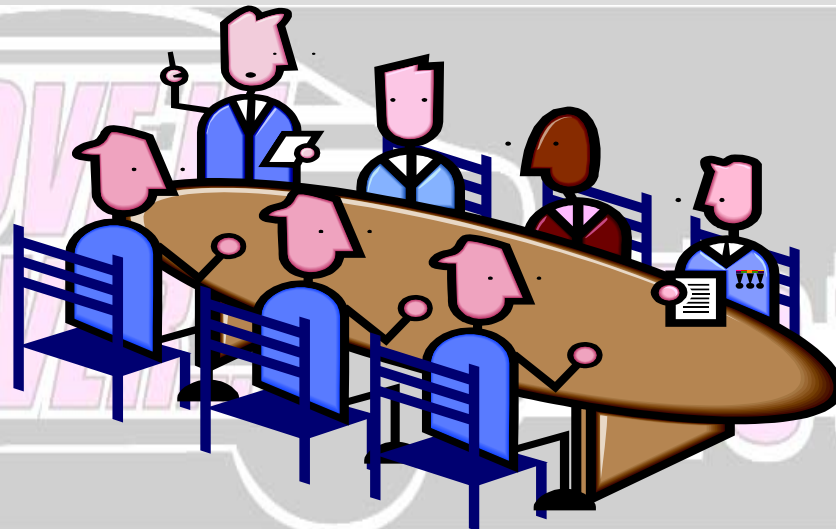
the law.

A Committee is Formed

(As required by NCDOT by-laws)

A committee was created with representatives from:

- NCDOT (ITS Operations Unit, PIO, and Div 4)
- Governors Highway Safety Program
- North Carolina State Highway Patrol
- North Carolina Truckers Association
- Federal Highway Administration



How Do We Get The Word Out?

First, we took a look at what other states are doing.

We found that Orange County, Florida had a great public awareness program and website.

So we “borrowed” as much as we possibly could.

Their program included press releases, brochures, a PSA, and a Billboard Campaign.



www.orangecountyfla.net
Hot Topics & projects



A Slogan is Born

Debbie was working with NCSHP to educate the public on the MOVE OVER LAW, so it was suggested we combine the effort and call it

MOVE IT ON OVER.

Yes, just like the song.

STATE LAW
MOVE OVER OR REDUCE SPEED FOR STOPPED EMERGENCY VEHICLES

The Move Over Law had been in effect since 2001, but just like the Fender Bender Law, no one was aware of it.

ON OVER...

IT'S THE LAW.

The MIOO Committee Went To Work

The Logo was developed and it was decided that the campaign would include:

- Trinkets with the logo
- “Bookmarks” with the legislation information
 - If you would like some, let me know
 - Giving these out everywhere
- Posters
 - Thanks to Debbie
- PSA (commercial) for radio and TV
 - Great Job APT
- A media event to “unveil” the new signs

MIOO SIGN UNVEILING EVENT

The Sign Unveiling Event was a great success. Speakers included:

- Secretaries Lyndo Tippet and Bryan Beatty
- Insurance Commissioner Jim Long
- Lara Feinburg and Stan Cogdill with FORS
- Tim Hayes - MEDIC

Several law enforcement and emergency response agencies attended and allowed their vehicles to be used as a “backdrop”.



MIOO
ON OVER...

ROLL VIDEO

Special Thanks to Debbie Leonard and Division 4 for setting up the location for the taping and to the troopers who participated.

The commercial ran across the state for 3 weeks starting June 24th. The goal was to reach 50% of +18 yr olds 3 times during the 3 week airing.

The radio commercial aired ~ 3,000 times during the 3 weeks.

Thank You for Your Attention.

Any Questions?

